

Message Text

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INFO MR ALAIN J PALMIERI

NABISCO PROTEIN FOODS INTERNATIONAL

78/80 RUE DEFACQZ

1050 BRUSSELS BELGIUM

TELEX 21655

UNCLAS BELGRADE 345

EO 11652: NA

TAGS: BAGB EAGR BEXP BTIO EINV YO

SUBJ: YUGOSLAV SOCIAL ACCORD FOR AGRICULTURAL SECTOR

RECOMMEND INCLUSION FMR

TO: USYEC, VIRGINIA YORIO FOR J.S. WALKER

GENERAL ELECTRIC COMPANY

570 LEXINGTON AVE.

NEW YORK NY 10022

TELEX RCA 234 698

1. ACCORDING TO RECENT NEWS REPORTS, THE YUGOSLAV GOVERNMENT IS APPROACHING AGREEMENT ON "GREEN PLAN" FOR 1977-1980 (AGRICULTURAL SOCIAL ACCORD) WHICH CALLS FOR CAPITAL INVESTMENT OF OVER DOLS 3.5 BILLION IN VERTICALLY-INTEGRATED AGRO-INDUSTRIAL ENTERPRISES TO EXPAND AND UPGRADE FOOD PRODUCTION. PRIORITY UNDER THIS PLAN IS GIVEN TO INVESTMENT IN EDIBLE OIL PRODUCTION, SUGAR REFINING, DAIRY PRODUCTS, PROCESSED/READY-TO-SERVE FOODS AND CONSTRUCTION OF STORAGE FACILITIES.

2. THE ABOVE INFORMATION, REPORTED BY THE YUGOSLAV NEWS AGENCY TANJUG, RESULTED FROM A COMBINED MEETING OF THE FEDERAL COUNCIL
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FOR ECONOMIC DEVELOPMENT AND ECONOMIC POLICY, AND THE FEDERAL COUNCIL FOR MATTERS OF SOCIAL CONCERN WHICH ARE CHAIRED BY DR. BERISLAV SEFER AND DR. ANTUN VRATUSA RESPECTIVELY. SEFER AND VRATUSA ARE VICE PRESIDENTS OF THE FEDERAL EXECUTIVE COUNCIL WHICH HAS A STATUS ROUGHLY EQUIVALENT TO THE U.S. CABINET. THE COMBINED MEETING OF THE COUNCILS UNDER THE DIRECTION OF THESE TWO HIGH RANKING OFFICIALS REFLECTS GOVT

DETERMINATION TO PUT THE "GREEN PLAN" INTO FINAL FORM AFTER AT LEAST TWO DRAFTS AND PROLONGED DISCUSSIONS WITHIN ECONOMIC ENTERPRISES AND FEDERAL AND REPUBLICAN AGENCIES.

3. PROGRESS TOWARD THE FINAL "GREEN PLAN", WHICH WILL BE SUPPORTED BY WORLD BANK FINANCING, BRINGS YUGOSLAV AGRIBUSINESSES CLOSER TO MANY SUBSTANTIAL INVESTMENT DECISIONS WHICH LOOK TO IMPORTATION OF ADVANCED TECHNOLOGY AND EQUIPMENT. THOUGH INTENSE DOMESTIC AND FOREIGN COMPETITION WILL EXIST, THE MEAT, FRUIT AND VEGETABLE PROCESSING SECTORS HOLD GOOD PROSPECTS FOR U.S. FIRMS, AS DO MOST OF THE PRIORITIES CITED ABOVE (THE EXCEPTIONS ARE SUGAR REFINING AND CONSTRUCTION OF STORAGE FACILITIES)

STRONG YUGOSLAV DEMAND EXISTS FOR FOREIGN PACKAGING EQUIPMENT AND TECHNIQUES. EXPANSION AND MODERNIZATION OF FOOD PRODUCTION WILL ALSO CONTINUE TO REQUIRE IMPORTS OF SPECIALIZED AND HEAVY AGRICULTURAL EQUIPMENT, IN WHICH YUGOSLAVS REGARD U.S. COMPANIES AS QUITE COMPETITIVE.

4. THE OPPORTUNITIES FOR U.S. FIRMS EXTEND BEYOND EXPANSION OF FOOD PRODUCTION AND PROCESSING IN YUGOSLAVIA TO MAJOR PROJECTS BEING UNDERTAKEN BY YUGOSLAV BUSINESSES IN MIDDLE-EASTERN, AFRICAN AND OTHER LESS DEVELOPED COUNTRIES. YUGOSLAV ENTERPRISES ARE OPEN TO JOINT VENTURE AND INDUSTRIAL COOPERATION PROPOSALS, AS WELL AS DIRECT SALES OFFERS, FOR BOTH DOMESTIC AND THIRD-COUNTRY PROJECTS.

5. IN LIGHT OF PRIORITIES SET BY PROPOSED "GREEN PLAN", U.S. COMMERCE DEPARTMENT EXHIBITION ON AGRICULTURAL AND FOOD

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PROCESSING/PACKAGING EQUIPMENT AT THE 1977 NOVI SAD AGRICULTURAL FAIR IS ESPECIALLY TIMELY AND SHOULD OFFER PARTICIPATING U.S. FIRMS A RARE OPPORTUNITY TO ACQUAINT A LARGE NUMBER OF IMPORTANT END-USERS WITH THEIR PRODUCTS ON THE EVE OF MAJOR INVESTMENT DECISIONS.

YORK

NOTE BY OC/T: PASSED ABOVE ADDRESSEE.

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